1. (currently amended): A cationic Cationic dye of formula (1)

## wherein

 $R_1$  and  $R_7$  are each independently of the other hydrogen, hydroxyl; unsubstituted or substituted  $C_1$ - $C_6$ alkyl, <u>an</u> aryl radical or  $C_1$ - $C_6$ alkoxy; or -NR<sub>3</sub>R<sub>4</sub>,

wherein

 $R_3$  and  $R_4$  are each independently of the other hydrogen, <u>an</u> unsubstituted or substituted aryl radical or  $C_1$ - $C_6$ alkyl, and

 $R_2$  is hydrogen, hydroxyl, unsubstituted or substituted  $C_1$ - $C_6$ alkyl, <u>an</u> aryl radical or  $C_1$ - $C_6$ alkoxy, -NR<sub>3</sub>R<sub>4</sub>, or an organic radical of formula (2)

wherein

 $R_5$  is hydrogen, <u>an</u> unsubstituted or substituted aryl radical or  $C_1$ - $C_6$ alkyl, and  $X^-$  is an anion.

2. (currently amended): A cationic Cationic dye according to claim 1, wherein R<sub>1</sub> and R<sub>7</sub> are each independently of the other hydrogen, unsubstituted C<sub>1</sub>-C<sub>6</sub>alkyl, -(C<sub>1</sub>-C<sub>6</sub>alkylen<u>e</u>)-OH, -(C<sub>1</sub>-C<sub>6</sub>alkylen<u>e</u>)-NR<sub>3</sub>R<sub>4</sub> or -NR<sub>3</sub>R<sub>4</sub>, wherein R<sub>3</sub> and R<sub>4</sub> are each independently of the other hydrogen, or unsubstituted C<sub>1</sub>-C<sub>6</sub>alkyl, and R<sub>2</sub> is hydrogen, hydroxyl, unsubstituted C<sub>1</sub>-C<sub>6</sub>alkyl, -(C<sub>1</sub>-C<sub>6</sub>alkylen<u>e</u>)-OH, -(C<sub>1</sub>-C<sub>6</sub>alkylen<u>e</u>)-NR<sub>3</sub>R<sub>4</sub>; or -NR<sub>3</sub>R<sub>4</sub>, or an organic radical of formula (2) as described in claim 1.

- 3. (currently amended): A cationic Cationic dye according to claim 1, wherein R<sub>1</sub> and R<sub>7</sub> are hydrogen.
- 4. (currently amended): A cationic Cationic dye according to claim 1 of formula (3), (4), (5), (6) or (7)

$$CH_3$$
 $N$ 
 $N$ 
 $N$ 
 $CH_3$ 
 $CH_3$ 
 $H_3C$ 
 $CH_3$ 
 $H_3C$ 
 $CH_3$ 

$$CH_3$$
 $N$ 
 $N$ 
 $N$ 
 $CH_3$ 
 $CH$ 

$$\begin{array}{c} H_{3}C-N^{+} \\ N=N \\ X \end{array} \begin{array}{c} CH_{3} \\ N=N \end{array} \begin{array}{c} CH_{3} \\$$

wherein

X is an anion.

5. (currently amended): A process for the preparation of cationic dyes of formula (1) as defined-above in claim 1, which comprises reacting a compound of formula (8)

$$CH_3$$
 $N^+$ 
 $N$ 
 $CH_3$ 
 $R_6$ 
(8)

wherein

R<sub>6</sub> is C<sub>1</sub>-C<sub>6</sub>alkoxy or halide, and

X is an anion,

with an amine of formula (9)

$$R_1$$
 $R_2$ 
 $R_5$ 
 $R_7$ 
 $R_5$ 
 $R_5$ 

## wherein

 $R_1$ ,  $R_5$  and  $R_7$  are each independently of the other hydrogen, hydroxyl; unsubstituted or substituted  $C_1$ - $C_6$ alkyl, <u>an</u> aryl radical or  $C_1$ - $C_6$ alkoxy; -NR<sub>3</sub>R<sub>4</sub>,

wherein

 $R_3$  and  $R_4$  are each independently of the other hydrogen, <u>an</u> unsubstituted or substituted aryl radical or  $C_1$ - $C_6$ alkyl; and

X is an anion.

- 6. (currently amended): A composition comprising at least a single cationic dye of formula (1) as defined above in claim 1 and a carrier, or prepared in accordance with a process according to claim 5.
- 7. (original): A composition according to claim 6 comprising in addition at least a single further direct dye and/or an oxidative agent.
- 8. (original): A composition according to claim 6 comprising in addition at least a single oxidative dye and/or; at least a single oxidative dye and an oxidative agent.
- 9. (currently amended): <u>A composition Composition according to any one of claims claim 6, 7 or 8</u> in the form of a shampoo, gel or emulsion.
- 10. (currently amended): A method of dyeing organic material, especially human hair, that comprises bringing into contact with the organic material at least a single a cationic dye of formula (1) according to claims claim 1 to 4, or a composition according to claims 6 to 9, or a cationic dye as prepared according to claim 5, and, optionally, a further dye.
- 11. (original): A method according to claim 10 for dyeing or tinting human hair.

- 12. (currently amended): A method for dyeing human hair or strands according to claims 10 or 11, that comprises contacting the hair with at least a single a cationic dye of formula (1) as defined in claim 1 and an oxidative agent and, optionally, a further direct dye.
- 13. (currently amended): A method for dyeing human hair according to any of claims 10 to 12, that comprises contacting the hair with at least a single a cationic dye of formula (1) as defined in claim 1 and at least a single oxidative dye; or contacting the hair with a cationic dye of formula (1) as defined in claim 1 and at least a single oxidative dye and an oxidative agent.
- 14. (new): A composition according to claim 7 in the form of a shampoo, gel or emulsion.
- 15. (new): A composition according to claim 8 in the form of a shampoo, gel or emulsion.